

9 pages.



SENT VIA FAX
and Overnight Mail

May 12, 1997

**URGENT
REQUEST!!**

M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591

Voice Mail: 1-800-757-8255
ext. 67719

To: Boston R.O.U. #1110
New York Metro R.O.U. #1210
Philadelphia R.O.U. #1310
Buffalo R.O.U. #1610

*For Dissemination to all Sales Reps and Retail Reps on Attached List -- Via Overnight Mail
Copies to Division Managers & Retail Managers*

RE: BJ'S WHOLESALE CLUBS
CID # 2515 00 00

Ladies and Gentlemen:

BJ's Wholesale Clubs has requested the assistance of all cigarette manufacturers to reset carton fixtures in selected locations..

Each cigarette manufacturer has been requested to have a representative present at 8:00 AM on the established dates listed below.

I apologize for such short notice and, in the event you cannot have an individual present as requested, please let me know ... my phone # (1-508-435-8613).

- Schedule attached
- Plan-o-grams attached

Thank you for your help.

Sincerely,

Mike
M. A. Belniak

MAB/nsk
Attachments

*This letter was never
received by the
ROU. It went directly
to Mark Young. G. Gorch*

51850 6230

{ BJ's Carton Fixture Reset Schedule }

DATE	Club #	Account #	City/State	Sales Rep	Retail Rep
MAY 20, 1997	13	537874	Maple Shade	133407	133427
	16	562491	E. Farmingdale	122307	122326
	21	435394	Allentown, PA	133204	N/A
	33	550267	Fairfax, VA	292604	N/A
	40	461230	Baltimore, MD	132205	N/A
	44	636936	Jersey City, NJ	122114	122620
	59	553635	Pasadena, MD	132204	N/A
	74	596629	Mays Landing, NJ	133401	133422
MAY 21, 1997	2	646870	Johnston, RI	112807	112824
	24	655728	Westboro, MA	112610	112629
	34	437696	Stoughton, MA	113005	113026
	38	512225	Auburn, MA	112810	112827
	47	594233	Framingham, MA	112609	112628
	55	602078	So. Attleboro, MA	112809	112826
	310	685673	Auburn, ME	112207	112227
MAY 22, 1997	17	499710	Salom, NH	163805	163820
	48	585791	Ledgewood, NJ	133008	133020
	53	602078	Wappinger, NY	162308	162329
	84		Waterford, CT	112804	

51850 6231

B.J.'S SERVICE CENTER PLANOGRAM

16 FOOT CARTON FIXTURE
5 SHELVES

RJR	RJR	PM	PM
RJR	RJR	PM	PM
RJR	LOR	PM	PM
LOR	LOR	PM	PM
BAW	BAW	LAM	PM
4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE

CLUB #

#44 Jersey City, NJ

#74 Mays Landing

#84 Waterford, CT

#310 Auburn, ME

16 FOOT, 5 SHELVES

51850 6232

B.J.'S SERVICE CENTER PLANOGRAM

20 FOOT CARTON FIXTURE
6 SHELVES

RJR	RJR	RJR	RJR	PM	PM
RJR	RJR	RJR	RJR	PM	PM
RJR	RJR	RJR	PM	PM	PM
LOH	LOH	LOH	LOH	PM	PM
B&W	B&W	B&W	PM	PM	PM
B&W	B&W	B&W	L&M	PM	PM
4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE

CLUB #

#2 Johnston, RI

#47 Framingham, MA

20 FOOT, 6 SHELVES

51850 6233

B.J.'S SERVICE CENTER PLANOGRAM

24 FOOT CARTON FIXTURE
6 SHELVES

4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE
RJR	RJR	RJR	RJR	PM	PM
RJR	RJR	RJR	RJR	PM	PM
RJR	RJR	RJR	RJR	PM	PM
LOR	LOR	LOR	LOR	PM	PM
LOR	BAW	BAW	BAW	PM	PM
BAW	BAW	L&M	L&M	PM	PM

CLUB #

#21	Allentown, PA
#40	Baltimore, MD

24 FOOT, 6 SHELVES

51850 6234

B.J.'S SERVICE CENTER PLANOGRAM

16 FOOT CARTON FIXTURE
6 SHELVES

4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE
RJR	RJR	PM	PM
RJR	RJR	PM	PM
RJR	RJR	PM	PM
LOR	LOR	PM	PM
B&W	LOR	PM	PM
B&W	B&W	PM	L&M
4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE

CLUB #

#16 E. Farmingdale, NY

#34 Steughton, MA

#38 Auburn, MA

#48 Rodbury, NJ

#53 Wappinger Falls, NY

16 FOOT, 6 SHELVES

51850 6235

B.J.'S SERVICE CENTER PLANOGRAM

24 FOOT CARTON FIXTURE
5 SHELVES

4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE
RJR	RJR	RJR	PM	PM	PM
RJR	RJR	RJR	PM	PM	PM
RJR	RJR	LOR	PM	PM	PM
B&W	B&W	LOR	LOR	PM	PM
B&W	B&W	L&M	PM	PM	PM
4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE

CLUB # #13 Maple Shade, NJ

24 FOOT, 5 SHELVES

51850 6236
9829 05815

B.J.'S SERVICE CENTER PLANOGRAM

**28 FOOT CARTON FIXTURE
6 SHELVES**

RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM
RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM
RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM
LOR	LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM
B&W	B&W	B&W	B&W	B&W	B&W	PM	PM	PM	PM	PM
B&W	B&W	B&W	B&W	B&W	B&W	PM	PM	PM	PM	PM

CLUB

#33 Fairfax, VA

#55 Sa. Attleboro, MA

#59 Pasadena, MD

28 FOOT, 8 SHELVES

51850 6237

B.J.'S SERVICE CENTER PLANOGRAM

20 FOOT CARTON FIXTURE
5 SHELVES

RJR	RJR	RJR	PM	PM	PM
RJR	RJR	RJR	PM	PM	PM
RJR	RJR	LOR	LOR	PM	PM
BSW	BSW	LOR	LOR	LOR	PM
BSW	LGM	LGM	LGM	PM	PM
4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE	4 FEET 13 WIDE

#24 Westboro, MA

CLUB #

20 FOOT, 5 SHELVES

51850 6238